

Donor Profile

Bill & Lynn Moseley: Impact-Driven Giving



Dr. Nick Hellenenthal (back row, left), Dr. Bernadette Ryan (back row, center), Dr. Anush Patel (back row, right), Dr. Raul Monzon (front row, left), Dr. Bridget O'Mara (front row, right) and Friends staff members Joanne Tobey and Carolyn Lewis with one of two hemospheres purchased by the Moseleys in honor of the pictured doctors.

More than two decades ago, Bill Moseley, who at the time was Production Superintendent for Corning in Oneonta, NY, found himself ill with ulcerative colitis that can have life-threatening complications. He underwent two complex surgeries at the hands of a highly skilled surgical team that included now-retired general surgeon Dr. Michael Gold.

"Dr. Gold rebuilt my lower intestine. I spent weeks in the hospital on two different occasions and I was very impressed with the care and attention at every level. Even on the overnight shift, I recall a member of the janitorial staff walked by, saw I needed assistance, and helped me."

That was 23 years ago. Bill Moseley and his wife, Lynn, now live in New Hampshire. Yet Bill still drives four hours back to Cooperstown for any major medical procedure and follow-up visits.

"People ask why I don't go to a big name medical center in New England. In my experience, you feel like you are simply a number in such large institutions. At Bassett, you are treated as a true person and get superior care."

Bill's way of giving back has been through philanthropy that includes generous annual contributions and long-term planned giving. Bassett's emergency department waiting area and

"Dr. Gold gave me back my life in 1998, and I'll never be able to repay that or Bassett for what they've done for me."

chief of surgery office bear Bill and Lynn Moseley's name. Their most recent gift, two advanced patient monitoring platforms for the Department of Surgery, honor physicians who have made a difference in Bill's life: Dr. Raul Monzon, Dr. Bridget O'Mara, Dr. Nicholas Hellenenthal, Dr. Bernadette Ryan, and Dr. Anush Patel.

"It is absolutely huge that Mr. Moseley made this particular donation. The technology gives Bassett a tremendous leg up," explains Dr. Monzon, who assisted Dr. Gold in 1998 and is now Bill's general surgeon. "The hemisphere units are an amazing tool that enhance safety for complex patients and enable our surgical teams to provide a higher level of care."

Bill and Lynn Moseley are thoughtful and intentional in their philanthropy. Among their guiding principles, the benefiting organization must be dedicated to its stated mission, and Bill says Bassett's caregivers clearly prioritize the health and well-being of the patient and communities they serve.

"That's why when I pass, Bassett will end up with the majority of my legacy. I hope people in the Cooperstown area realize they have an extraordinary skilled medical center there and people who actually care about what's going on."

The Moseleys have established a charitable remainder uni-trust to benefit Bassett after they pass. To learn more about legacy gifts and other types of giving, visit Friends of Bassett on the web at www.friendsofbassett.org/Support-Bassett/Planned-Giving.

Bill Moseley, who owns several businesses and heads a venture-capital firm, has been a Friends of Bassett board member for more than 20 years and is the Board's secretary.

"He's actively involved, checks up on us, asks questions and keeps us real," says Dr. Monzon. "We appreciate his advocacy."

Message from the President

Kathleen Johnson



At the time this issue of *Friends & Partners* went to print, more than 25,000 individuals had been vaccinated against COVID-19 at the state-operated mass vaccination clinic on the SUNY Oneonta campus. Bassett practitioners have taken a lead role in making this happen. For the past two months, the Bassett network has dedicated 20 to 30 staff every day to the state's vaccination clinics, including physicians, advanced practice clinicians, pharmacists, nurses, pharmacy technicians, and data entry workers. The New York State National Guard, county health departments, and other community partners have also been assisting. The proverbial statement "it takes a village" comes to mind.

According to CDC data, more than 40 percent of Americans have received one dose of the COVID-19 vaccine and nearly 30 percent are fully vaccinated. My husband and I, as well as my 95-year-old mother and many of our friends, were lucky enough to be immunized early in the year. We dream about unfettered travel, have had a few wonderful but small family events, and remain cautious.

Around the country, variant-fueled surges in COVID-19 hospitalizations are prompting health experts to reissue warnings against suspending pandemic precautions—wear a mask, wash your hands, and get vaccinated. We owe it to our communities, and especially to Bassett's caregivers, to heed the warnings. For our caregivers, there has been no taking the foot off the gas. Consider what they have accomplished over the past 12 months.

This time last year, the network was in the midst of restoring health care services that had been curtailed because of COVID-19. Reopening while still responding to a pandemic required a herculean effort; the renewed surge in the winter months assured

"It takes all of us, acting individually and collectively, to achieve success no matter the goal. This has been true throughout the pandemic and it is especially true in our philanthropic support."

that there would be little relief. In addition to hospitalized covid patients, the number of acutely ill non-covid patients continues to stress our health system. We must not lose sight of the fact that our caregivers are working as hard as, if not harder than, they were during the early days of the pandemic.

The nation's president said he hoped Americans would be able to mark independence from COVID-19 on July 4 if enough people get vaccinated. Now, as we make decisions about how to celebrate Independence Day, I am reminded how true it is that it takes all of us, acting individually and collectively, to achieve success no matter the goal. Bassett is a big and complicated enterprise, and philanthropy underpins every aspect of the network. Whether it is the donation of time to assist with vaccination clinics, artwork to help heal (see Good from Your Gifts), or funds to purchase equipment, such as the two hemisphere machines gifted to Bassett by Bill and Lynn Moseley (see Donor Profile)—your contributions make all the difference.

Just as it takes us all doing our part to put COVID-19 behind us, it takes us all to support the health care system so vital to the individuals and families living in the rural region served by Bassett.

Thank you, again, for all you do.

Friends of Bassett Healthcare Network

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Friends & Partners

WHAT'S NEW IN THE NETWORK

Donations Bring Vocera to Fox

Real-time communication, particularly at the point of care, has never been more important than during the COVID-19 pandemic. Beginning this month, and thanks to the strong support of community members, local foundations and hospital boards, a new, state-of-the-art communication platform known as Vocera will be installed at A.O. Fox Hospital. The end result will be enhanced clinical communication and operational efficiency among care teams, leading to even better patient care and patient satisfaction.

Fox Hospital's chief of nursing, Joan MacDonald, RN, MSN, is familiar with Vocera, having used the system when she was director of nursing at Bassett Medical Center.

"This new platform will completely change the way our care teams communicate," explains MacDonald. "Vocera is a wearable, hands-free communication system that will enable nurses, doctors, and other team members to communicate instantly, in real-time. We will be able to receive critical information at the patient's bedside rather than having to leave the room or pick up the phone. That improved response time makes all the difference in patient care."

By way of example, MacDonald points to Fox Hospital's telemetry unit, where patients are under constant electronic monitoring. With Vocera, the telemetry clerk will be able to immediately notify a nurse anywhere in



the hospital when there is any issue related to the cardiac monitoring of a patient. Vocera will also allow nursing and support staff to immediately request assistance from Security when needed, a welcome safety enhancement. Further, the hands-free feature of the system will be beneficial to clinicians wearing layers of personal protective equipment (PPE) while caring for covid patients. The communication device can be worn under the PPE, which means nurses will no longer have to leave the patient's room to communicate with a member of the care team and then remove and reapply new PPE.

"The savings alone from the reduced consumption of PPE will be significant," says MacDonald. "We are so grateful for the generous philanthropic gifts and board support that made the implementation of the Vocera communication system possible."

Message from the CEO

Dr. Tommy Ibrahim



It has been nearly a year since my family and I arrived in Cooperstown and I began my tenure as President and CEO of Bassett Healthcare Network. Reflecting back, I'm amazed by our caregivers and practitioners and how they have selflessly cared for our patients and community through the COVID-19 pandemic, I'm proud of the work we have done to begin to transform our health system, and I am deeply grateful for the generous support of Bassett's many friends and partners. It has been a remarkable year, and I'm even more excited about what lies ahead.

We are building on a strong foundation and we have many great opportunities, but also face many challenges. Each of our hospitals and regional entities bring a richness of history, perseverance, and an array of advanced clinical capabilities that have long served this wonderful region and our communities. Bassett is strong, agile, and resilient, able and ready to strategically adapt to an ever evolving industry, to not only survive as an independent health system, but to grow and thrive. Improving the health of our patients and the well-being of our communities is our mission and the reason we exist, obligating us to seize the opportunity before us to strengthen our performance and position Bassett for the months and years ahead.

The future is very bright for our network. Together with our boards of directors, we have

established a clear strategic vision for our health system and defined who we want to be and what we want to accomplish in the next five years. In 2025, Bassett will

- Be a best place to work and practice.
- Provide best-in-class care delivery and create healthy communities,
- Become the preferred provider of choice,
- Achieve 2x operating revenue growth, and
- Gain national and international prestige.

Each of these goals is supported by foundational pillars, strategies, tactics and key performance indicators. Our plan is ambitious, thoughtful and comprehensive, a roadmap to establish Bassett as a truly integrated, high performing, values- and mission-driven, patient centered organization.

This work has already started. Over the last year, we redefined and improved operational structures, processes and systems, entered into new strategic partnerships, revisited our mission, vision and value statements, and have begun transforming our health system to allow Bassett to continue the excellence that we have sustained for nearly 100 years. I'm confident that the work we have done and will continue to do will strengthen us, lead to better health for our patients and community, and ensure that we are poised for another 100 years of success.

Our focus must always be about providing a remarkable patient experience, and doing so through high quality and reliable services, with open and convenient access. If we do these things with distinction, everything else will ultimately fall into place.

Thank you again for your support of Bassett and everything you do for our patients and community.

Dr. Tommy Ibrahim

President & CEO, Bassett Healthcare Network

Streck Fellowship

Three Bassett Physicians Awarded Streck Fellowships

More than six years after the program was first established, the William F. Streck Fellowship in Health Policy and Management continues to help advance the health care of rural populations and promote leadership development among Bassett faculty. The most recent recipients of Streck fellowships include Kanica Yashi, MD, MPH, an internist at Norwich Health Center; Juan Jose Delgado Hurtado, MD, MPH, an endocrinologist at Bassett Medical Center; and Brian White, DO, an interventional physiatrist in the division of physical medicine and rehabilitation.

Dr. James Dalton, the network's director of medical education, said this is the first time that three physicians were selected; typically, the fellowship is awarded to one or two individuals.

"The committee was impressed by the clear desire of these three practitioners to further their professional growth and take on leadership roles that will allow them to positively influence patient care, the work environment, and health care policy. We were particularly delighted to give two new, young faculty members the award as well as one of our seasoned physicians.

Kanica Yashi, MD, MPH

In January and February of this year, Dr. Yashi took advantage of Cornell University's eight-week online certification program to earn the university's Diversity and Inclusion Certificate.

"As a health care professional, I strive to model values of workplace sensitivity and regularly reflect on unconscious bias," wrote Yashi in her fellowship application. "As a physician leader and person of color, I wish to actively create spaces that enable inclusion."

Upon receiving the award, Yashi said, "Everyone should have a voice. Going forward, I am hoping to assist with taking some assessments within the organization and coming up with solutions."



Kanica Yashi



Juan Jose Delgado



Brian White

Juan Jose Delgado Hurtado, MD

Dr. Hurtado attended the Institute of Healthcare Improvement (IHI) Forum on Quality Improvement last year. The shared aim of the clinicians who attended the IHI forum is to make health care work equitably for all.

"I am a new provider at Bassett Healthcare interested in leadership, quality improvement, and population health. I am committed to providing great quality care and facilitating quality improvement at the system level," said Delgado in his fellowship application.

"Long term, I hope to have a leadership role within the Bassett network. As an effective leader, you have to be knowledgeable on topics such as those covered in the IHI Forum—good leadership skills, improvement science, addressing value, cost and quality, and patient-centered care."

Brian White, DO

Dr. White is completing Cornell University's 12-week online Critical Thinking Certificate program. The program facilitates improved problem solving and critical thinking and will benefit Bassett through White's role on the network CEO practitioner advisory council, as well as his work as a member of three committees of the Medical Society for the State of New York and two Spine Intervention Society committees.

The Streck Fellowship was established in 2014 to honor former Bassett president and CEO Dr. William Streck. This annual award is funded through the generosity of donors. Applicants are reviewed by a committee and the process is competitive.

Good From Your Gifts

Philanthropy Takes Many Forms



Dr. Matthew Chung

Osteopathic Medicine — The Healing Touch
Osteopathic manipulative treatment (OMT) is a hands-on technique that uses stretching, gentle pressure, and resistance to correct structural imbalances

in the body, reduce pain, and improve circulation. One individual who benefited from OMT at Bassett's Oneonta Specialty Services location was so grateful that she donated a second treatment table to make OMT available to patients in Cooperstown.

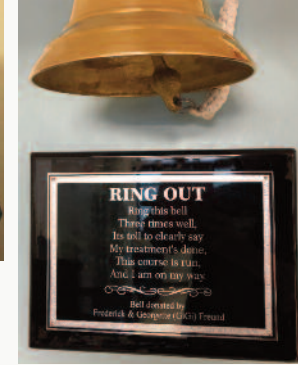
"I have dealt with skeletal imbalance and pain issues most of my life," said the donor of the table, who wishes to remain anonymous. "As a licensed massage therapist I have a good understanding of complementary therapies and the importance of maintaining good structural balance in order keep as active and pain-free as possible especially as we age. I have been very impressed with Dr. Chung's skill and the results of his treatments."

As a doctor of osteopathic medicine, Dr. Matthew Chung is specially trained to understand the musculoskeletal system and how the body's muscles, nerves and bones are interconnected. He uses his hands to manipulate joints, muscles and soft tissues, which can ease tightness, align bones and muscles, and encourage the body's natural tendencies toward self-healing.

"This type of therapy works well to relieve mechanical pain and can be used along with or sometimes instead of surgery and medications," explained Chung. "I am grateful for the extremely gracious gift of a second OMT table. This donor's gesture is an important reminder that even in the smallest ways, what we as practitioners do for our patients can have such an impact on their lives."



Georgette Freund



Bell Holds Special Meaning for Cancer Patients

Georgette Freund's prolonged journey with breast cancer began in 2005 when she was diagnosed with ductal carcinoma at the age of 47. Known by her co-workers as 'Nurse Gigi,' this mother of four stands 4 feet, 11 inches tall and fought her way through a lumpectomy, surgery, and radiation. She was cancer free for over a decade. Then, three years ago, Freund, who was a smoker and has chronic obstructive pulmonary disease, underwent a CT scan of her lungs. During the procedure, a suspicious mass was discovered in her left breast. Freund's cancer had returned.

She underwent a double mastectomy and treatment at the Bassett Cancer Institute and, as many cancer patients do, she rang a bell that hangs there to mark this latest milestone. Freund went on to complete nine months of chemotherapy at Cobleskill Regional Hospital. However, in Cobleskill there was no bell. A nurse, using an app on her iPhone, called up a virtual bell that Freund 'rang' three times to celebrate her completion of cancer treatment.

Last year, Freund returned with her husband, Frederick, to give Cobleskill Regional Hospital its own bell of hope. Their donation will allow others battling cancer to celebrate the milestones in their journey.

Georgette is emotional when she discusses how much the sound of that bell meant to her saying, "I am definitely a survivor."

Good From Your Gifts

Philanthropy Takes Many Forms



Horace "Glenn" Lee

COVID-19 Survivor & "Four Seasons"

In mid-September of 2020, Horace "Glenn" Lee, who spent weeks in Bassett Medical Center's intensive care unit fighting COVID-19 last spring and then additional weeks in rehabilitation at O'Connor Hospital in Delhi, returned to thank the doctors and nurses who saved his life.

"One thing that struck me as I regained consciousness and slowly recovered was the passage of time," recalled Lee, a 69-year-old contemporary artist from Delhi. "I saw rain, snow, sunshine and trees budding; it was like a whole season of life that passed before my eyes through the hospital windows.

"When I was finally discharged, large groups of doctors and nurses lined the halls applauding me as I left to go to rehabilitation therapy in Delhi," remembered Lee. "I couldn't help but think it was me who should be applauding them and that's how I came to the decision to donate my Four Seasons art. I thought, 'these are people who will understand my paintings and knowing the story behind the art will give them hope.'"



"Go On Through the Storm"

Ellenville, New York, artist Phyllis Rubin was inspired to gift two prints of her artwork to the Bassett Cancer Institute after being seen there for a medical condition over the past year.

"I enjoyed seeing the work other people donated, such as quilts, hanging on the cancer

center walls and wanted to give back in a similar way," said Rubin. "I thought a print of my oil painting 'Go On Through the Storm' might be an appropriate and positive message for patients."

Rubin also gifted another print "The Birches at Ananda"—ananda is a Sanskrit word for joy.

"Bassett is very, very important to us," explained Rubin who, with her husband, Stan, has been coming to Bassett for better than three decades. "We're more than two hours away. In 1984, I came to Cooperstown, and Dr. Charles Reese, an epidemiologist, found in five days what no one else could find in over a month. My allegiance is to Bassett. We always feel we are such special people when we come. We are treated royally."



Art as Therapy

Elizabeth Bryan-Jacobs and her husband, Bobby Jacobs, who is also an artist, live on a farm in Franklin, NY. As an artist and emerging art therapist, Bryan-Jacobs is passionate about sharing the benefits of the arts and art therapy. She and her husband

typically work directly with vulnerable populations to help communities heal through art. During the pandemic, however, they have instead been donating paintings to hospitals.

"We felt that art in hospitals was more needed than ever, explained Bryan-Jacobs. "Further, my doctors are all part of Bassett and I have been impressed with the facility every time I have visited."

Bryan-Jacobs recently donated an oil on canvas painting to Bassett Medical Center. Titled "Sakshi/Pure Awareness", the painting graces a hallway on the hospital's fifth floor where acutely ill patients are cared for in the special care and intensive care units.

"It is such an honor for me to know that my art will bring light to people who are experiencing a challenge. It is why I believe I was born an artist," said Bryan-Jacobs, who hopes to soon return to in-person art therapy projects.